

**STAFF REPORT – PLANNING
CITY OF TEMECULA
PLANNING COMMISSION**

TO: Planning Commission Chairperson and members of the Planning Commission

FROM: Matt Peters, Director of Community Development

DATE OF MEETING: May 6, 2026

PREPARED BY: Yannin Marquez, Case Planner

PROJECT SUMMARY: Planning Application No. PA26-0090, a Sign Program Amendment Application to modify the existing Winchester Marketplace Sign Program No. 30 to allow an additional sign location at 40705 Winchester Road, Unit 4

RECOMMENDATION: Recommendation of Denial in Order to Comply with the Temecula General Plan and the Temecula Municipal Code

CEQA: Project is exempt from further environmental review pursuant to CEQA Guidelines Section 15270 (a)

PROJECT DATA SUMMARY

Name of Applicant: Kasey Clark

General Plan Designation: Community Commercial (CC)

Zoning Designation: Community Commercial (CC)

**Existing Conditions/
Land Use:**

Site:	Existing Commercial Center/ Community Commercial (CC)
North:	Murrieta Creek / Open Space (OS)
South:	Winchester Road / Community Commercial (CC)
East:	Existing Commercial Center/ Community Commercial (CC)
West:	Existing Commercial Center / Community Commercial (CC)

BACKGROUND SUMMARY

On November 10, 2025, the planning department reviewed sign plans for Kura Sushi Bar located at 40705 Winchester Road, Unit 4. The applicant was provided with a list of comments that were

required to be addressed for the sign plans to conform to the Winchester Marketplace Sign Program No. 30.

On November 12, 2025, Betty Northcott, a representative of the sign company, had questions regarding staff's comments. One of the questions was about the feasibility of the wall mounted sign, identified as Sign 2.0 on page 15 of the plans, and if it would be supported for approval. Staff identified *Location of Tenant Signage* on page 9 of the Winchester Marketplace Sign Program No. 30 that explicitly designates allowable sign placement areas, followed by illustrations of allowed sign placement areas that support staff's denial of Sign 2.0.

On November 14, 2025, Ms. Northcott asked staff, on behalf of the business owner and landlord, if there was a process in place to review Sign 2.0 for approval. On November 17, 2025, staff informed Ms. Northcott that the proposed sign location is not permitted under the current sign program and is not a location supported by staff. Staff informed Ms. Northcott that the proposal could be forwarded to the Commercial Center Subcommittee with staff's recommendation for denial. If the Subcommittee supported the sign, a Sign Program Amendment application will be required. Additional information regarding the application fee and review period were included.

On November 26, 2025, Ms. Northcott informed staff that Sign 2.0 would be removed from their current sign plans to allow issuance of sign permits that are in conformance with the sign program. Separately, the Sign 2.0 sign proposal package was requested for the Commercial Center Subcommittee's review. On December 1, 2025, staff acknowledged their request and requested justification to be included with their Sign 2.0 sign proposal package.

On December 2, 2025, Kasey Clark, a representative of the sign company, provided staff Sign 2.0 sign proposal package and a justification for the Commercial Center Subcommittee to review. On December 4, 2026, staff provided the Commercial Center Subcommittee with the proposed sign placement plans, justification and staff's reasons for denial. The Commercial Center Subcommittee comprised of Chair Commissioner Turley-Trejo and Commissioner Solis agreed with staff's denial of the proposed sign placement. On December 29, 2025, Ms. Clark was informed via email that the Commercial Center Subcommittee reviewed their request and are not in favor of Sign 2.0 sign placement.

On January 5, 2026, Ms. Northcott requested a denial letter for their records and if there was an opportunity to appeal the decision. On January 5, 2026, staff informed Ms. Northcott that a formal application was not submitted and therefore cannot be provided with an official denial letter. Staff informed Ms. Northcott she may proceed with a Sign Program Amendment application and pay a non-refundable fee of \$2,941 for the Planning Commission to review the proposed sign plans. Staff reiterated that the Planning Commission is comprised of five members. Two of the five members have denied the proposal.

On January 6, 2026, Ms. Northcott informed staff they are moving forward with a Sign Program Amendment application submittal and requested information on the submittal requirements. On January 6, 2026, staff provided the submittal requirements for a Sign Program Amendment application and included an alternative sign placement that staff would support for her client to consider. An under canopy hanging sign example was included in the email correspondence

along with an example of the sign criteria the alternative sign needs to adhere to. On February 3, 2026, Ms. Clark confirmed the business owner would like to proceed with the Sign Program Amendment application with the original proposed location for Sign 2.0. Ms. Clark requested additional assistance with the radius package.

On February 4, 2026, staff presented Ms. Clark with two options and respective requirements for: pursuing the originally proposed Sign 2.0 location, which requires a public hearing, or submitting an under-canopy hanging sign for administrative review. On March 3, 2026, the applicant submitted the Sign Program Amendment application for review of Sign 2.0.

ANALYSIS

The Winchester Marketplace shopping center is located north of Winchester Road. This shopping center contains a grocery store, restaurants, dentist office, personal services businesses, and retail. The vicinity around this shopping center includes similar commercial businesses.

General Plan

Temecula's General Plan's Community Design Element section establishes a policy foundation to address the City's image enhancement that includes signs. Signs should be designed at a scale that is not overpowering from the pedestrian's perspective. The applicant's proposed additional sign location violates these guidelines by overpowering the building architecture and failing to orient towards shoppers within the center, prioritizing visibility over compliance.

Temecula Municipal Code

Temecula Municipal Code Section 17.28.240 (A) provides that wall mounted business signs or building identification signs for buildings with two stories or less in commercial districts shall be allowed one sign for each tenant per frontage. The applicant's proposed sign is not located on the frontage of the business.

Staff has made an attempt to work with the applicant to relocate the sign to meet the development standards set forth in the Temecula Municipal Code and the General Plan. Due to the impacts the proposed sign location would have on the shopping center, staff is not supportive of the Sign Program Amendment application.

LEGAL NOTICING REQUIREMENTS

The notice of the public hearing was published in the *Press Enterprise* on April 23, 2026, and mailed to the property owners within a 600-foot radius.

ENVIRONMENTAL DETERMINATION

In accordance with the California Environmental Quality Act (CEQA), staff has determined that the proposed project is exempt from further environmental review pursuant to CEQA Guidelines Section 15270 (a) as a project is exempt from CEQA as staff is recommending that the project be disapproved as currently designed.

- ATTACHMENTS**
1. Aerial Map
 2. PC Resolution
 3. Plan Reductions
 4. Notice of Public Hearing